

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 25, 1997

RJR Account #647510

Ms. C. Hulett

TRADING PORT

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Cathi:

WINSTON regular product has been ordered (see quantities listed below), as well as 16 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$709.17

Non-EFT \$ Amount:

\$N/A

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-2-
B2GFP
TRADING PORT

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162303

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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Two free No Bull Lighters.



- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.
Get 2
lighters

FREE with
2-pack purchase



51859 4793

WHOLESALE : 647510 TRADING PORT. INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162237	535904	HAWLEY MARKET	824 HAWLEY AVE	SYRACUSE	NY	13203	2			9432	(115) 476-0735
162303	162322	425467	J&P QUIK STOP LTD.	1288 MAIN ST	ROTTERDAM JUNC	NY	12150	1				(518) 887-5100
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	2				(518) 233-1310
162304	162321	437417	EASY MART	ROUTE 67	JOHNSONVILLE	NY	12094	1				(518) 753-6529
162305	162233	178332	KIRKS	MAIN STREET	PHOENICIA	NY	12464	1				(914) 688-9932
162305	162326	682879	J&B'S DELI	RR 1	RAVENA	NY	12143	1				(517) 756-2346
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	2				(518) 463-5306
162306	162325	176084	WALT'S GROCERY & DEL	47 WASHINGTON ST	RENSSELAER	NY	12144	1				(518) 462-3814
162306	162325	357600	WALT'S GROC & DELI	77-81 CONGRESS ST	TROY	NY	12180	1			9731	(518) 273-8951
162306	162325	514679	WALT'S GROCERY	109 HAMPTON AVE	RENSSELAER	NY	12144	1				(518) 462-9100
162306	162326	700515	AVERILL PARK MARKET	RT. 43 & BURDEN L	AVERILL PARK	NY	12018	1			9083	(518) 674-3821
162306	162326	766887	E-Z MART	RT 20 & 22	NEW LEBANON	NY	12125	2			9249	(518) 794-7611

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 16

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